

# Marketing Insider Review

## WE ARE

We are a different, fresh, and professional magazine, reader-oriented, aiming to create the most influential marketing network in the Spanish-speaking world.





# OUR PILLARS

## MISSION

To provide high-value content to marketing professionals to improve their activities and add more value to companies and society

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## VISION

To become audience leaders and executive-level benchmarks as an essential marketing magazine in the Spanish-speaking world



# NUESTROS VALORES

EXCELLENCE

LEADERSHIP

TRUST

QUALITY



REFLECTION

**"THE ONLY SOURCE OF  
SUSTAINABLE COMPETITIVE  
ADVANTAGE IS NOT PRODUCTS OR  
SERVICES. IT IS NOT ABOUT SELLING  
PRODUCTS OR SERVICES, BUT  
EXPERIENCES."**

- PHD DAVID DE MATÍAS BATALLA





# VALUE PROPOSITION

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## Introduction

**Marketing Insider Review** is an editorial proposal based on quality, rigour, transparency, credibility, and reader orientation.

# Target

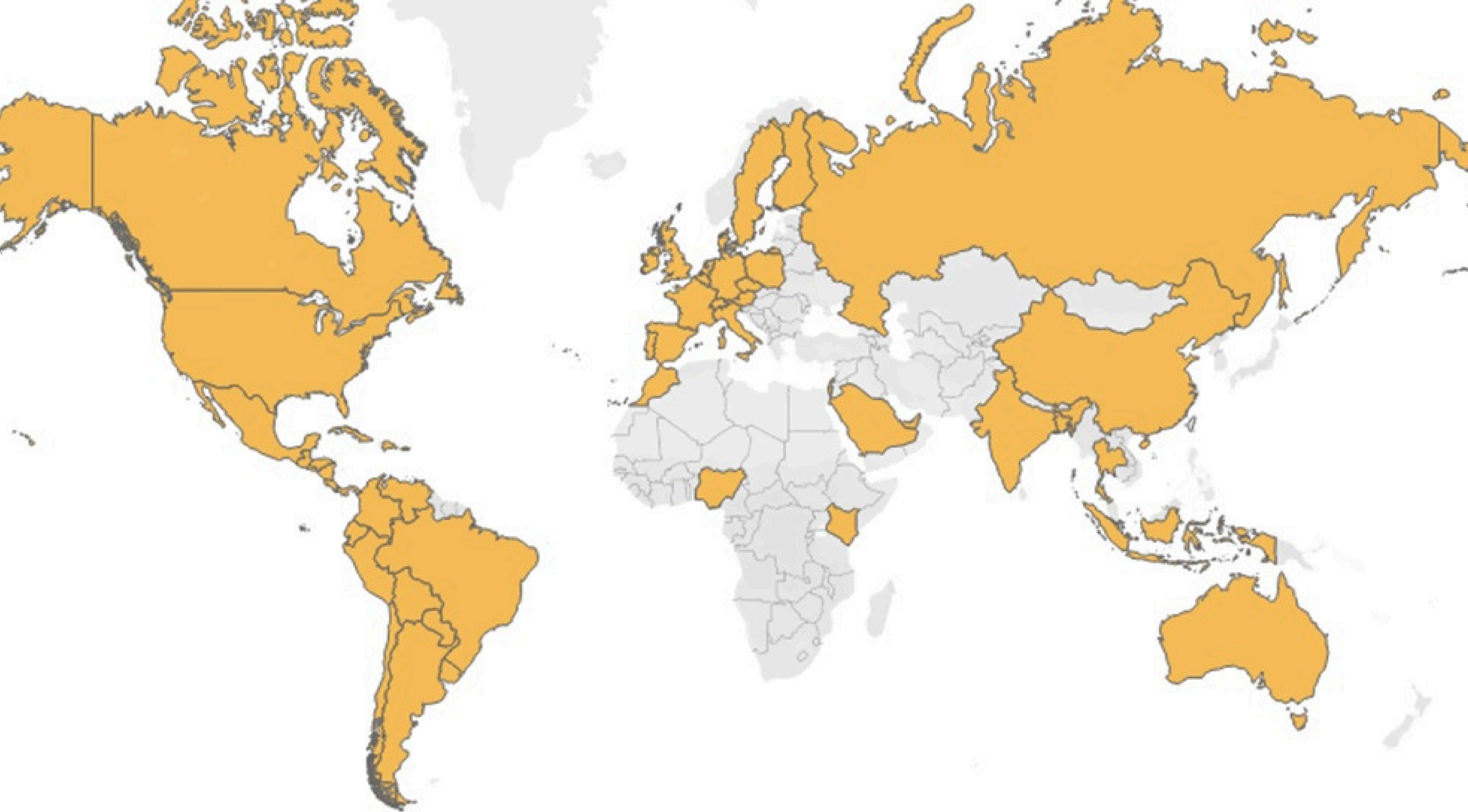
## Who is our audience?

**Marketing Insider Review** is created by and for Marketing Directors, middle management, and marketing professionals with promotion aspirations, providing valuable content for decision-making





# **Impact of MIR in the world**





# Contents

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THE KEY TO SUCCESS IN THE 21ST  
CENTURY IS TO BE ECLECTIC AND  
COMBINE THE TRADITIONAL WITH THE  
DIGITAL.

# CATEGORIES

## Current Affairs

Agencies/Branding/Campaigns/Communication  
/FMCG/Sports Mkt/Social Mkt/Tourism  
Mkt/News/Trends

## In Depth

Interviews with highly experienced  
professionals in key roles

## Technology

Tools / Marktech / TechTrends / Gaming &  
Streaming / Metaverse

## Sales & eCommerce

Sales / eCommerce / Marketplaces

## Digital Marketing

Analytics/Web & App/Insights/Email Mkt/Search  
Engine Mkt/Content Mkt/Social Media

## Mkt & Women

Interviews with influential women/Campaigns  
by and for women

## Talent

Confidential / Training / Profiles

## Entrepreneurship

Success stories/Strategies/Growth  
Hacking/Insider Labs

# CATEGORIES

## Latin America

### México

Marketing

Digital Marketing

Digital Transformation

Business

### Andina

Marketing

Digital Marketing

Digital Transformation

Business

### Cono Sur

Marketing

Digital Marketing

Marketing 4.0

Startups

## Events & Networking

Interview

MICE sector

Tourism

Conferences

Congresses

Events

Networking

## Afterworks

Opinion pieces by experts in the field

# Afterwork Opinion column

Experts from different areas of marketing, communication, business, events and entrepreneurship share their knowledge and experience.

## Todos los artículos de opinión de After Works



### ¿Cómo sacar partido al talento joven?

‘¿Cómo sacar partido al talento joven?’, tribuna de opinión escrita por Virginia Luca de Tena Sanguino, directora de la Fundación Mahou San Miguel.



### Del Black Friday al Black November: la evolución de las oportunidades de compras

Del Black Friday al Black November: La Evolución de las Oportunidades de Compras, tribuna de Fabiana Fuenmayor, Account Manager Team Leader en RBT House España.



### Cómo el marketing ha revolucionado el consumo en el Black Friday

‘Cómo el marketing ha revolucionado el consumo en el Black Friday’, tribuna de opinión escrita por Pablo José López Tenorio, director del Máster Universitario en Dirección de Marketing Internacional en UNIE Universidad.



### Una correcta estrategia en el Black Friday de Amazon, clave para incrementar más de un 200% las ventas

‘Una correcta estrategia en el Black Friday de Amazon, clave para incrementar más un 200% las ventas’, tribuna de opinión escrita por Leannis Lebrón M. Key, Account Manager de Dendary by MioGroup.



### Influence Marketing: Las claves para construir notoriedad de marca de forma eficaz y creíble

‘Influence Marketing: Las claves para construir notoriedad de marca de forma eficaz y creíble’ es una tribuna de opinión de Andrea Vales, Directora de Cuentas de Ogilvy PR.



### La eclosión de la IA generativa regala una segunda vida a las encuestas como herramientas de marketing

Emili Bonilla, socio de SDG Group, escribe la tribuna de opinión ‘La eclosión de la IA generativa regala una segunda vida a las encuestas como herramientas de marketing’.





# Events

## & Networking

We discuss event management, protocol, expert interviews, event calendars, press releases, and advertorials.



# #MKTTalks

## **Experience, the mother of all sciences**

We develop in-depth interviews for  
YouTube and debates with  
professionals from Spain and Latin  
America.





# Magazine

## The sustainable magazine

Quarterly magazine in PDF format  
featuring the most interesting articles  
and impactful interviews of the month.  
(first issue January 2021)





# Newsletter

## Weekly impacts

We have a database of thousands of contacts who read us every month.



# NUESTROS CANALES



**WEBSITE**



**LINKEDIN**  
> 10.000 FOLLOWES



**X**  
> 1.500 FOLLOWERS



**FACEBOOK**

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WE ARE  
MEDIA  
PARTNER



# DOMAIN RATING

## Perfil de backlinks de <https://www.marketinginsiderreview.com>



Dominio incluido subdomains. Un enlace por dominio



Clasificación  
del dominio

55



Clasificación  
de la URL

Consigue gratis  
UR con [Barra de  
herramientas de  
SEO de Ahrefs](#)

Backlinks

1.7K

94% dofollow

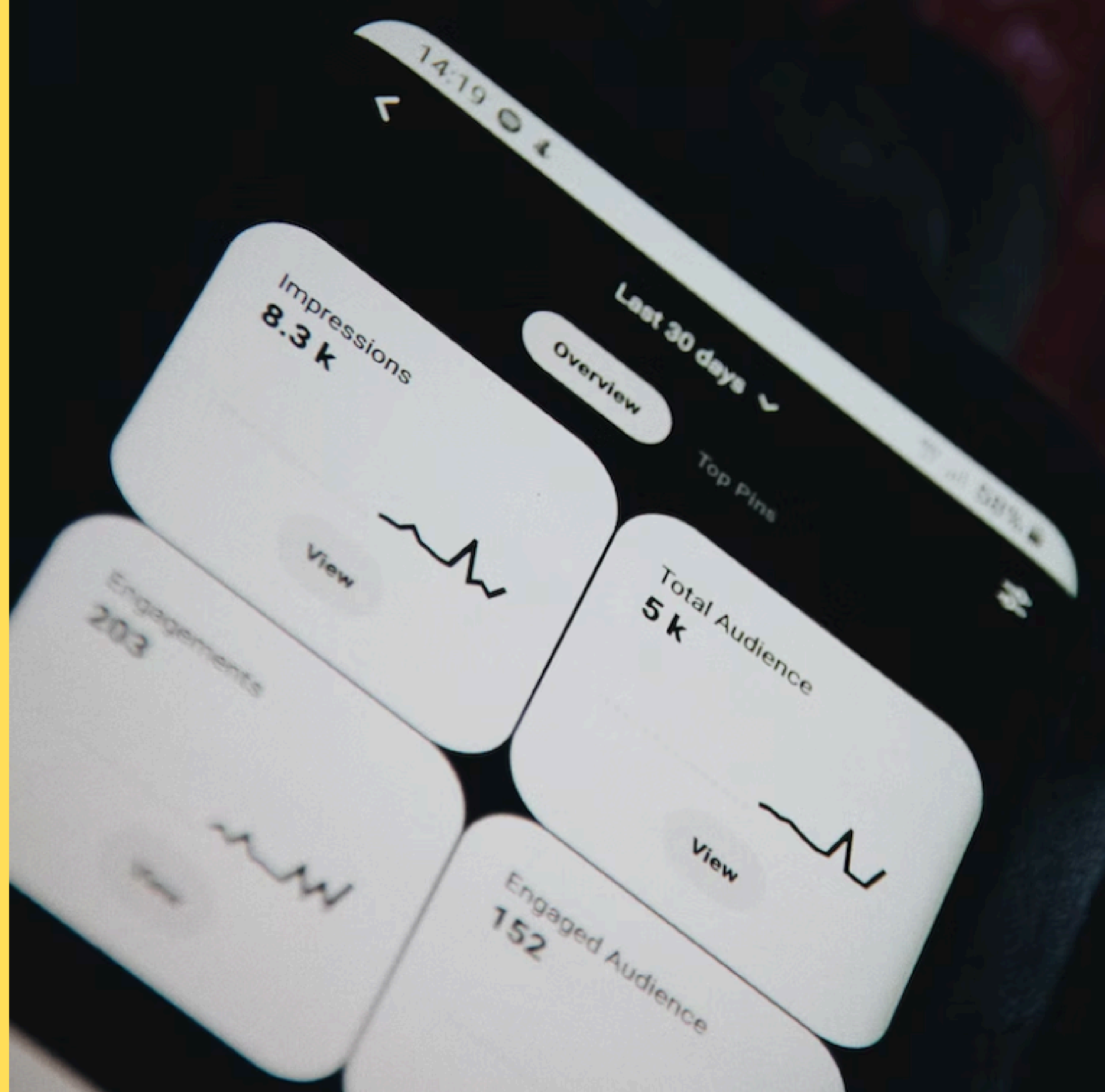
Sitios web que  
enlazan

294

89% dofollow

**Domain Rating (DR) is a metric that measures the strength and popularity of a website, from 0 to 100. Rock Content considers a DR of 60 or above to be 'excellent'. In our six years of existence, we have managed to consolidate our position with a DR of 55 and links (without paying for them) from websites such as Wikipedia, HubSpot, Ogilvy, Podimo, Epsilon and others that cite and link to our content.**

# Statistics





## PRINCIPALES KPIS

200k page views  
per month

260k page views  
per month, peaking  
in October 2023  
(450k)

10.5% bounce rate

77k unique  
users/month

1 minute and 25  
seconds spent on  
each page

11.5% of interactions

## Marketing Insider Review

UNDO

esa Rivera  
inetwork

RETO ES CONTAR A LOS CONSUMIDORES  
DAS LAS PROPUESTAS SON IGUALES

Miriam  
Dirco

Los influencers no compiten  
porque tienen una función

## EDITORIAL

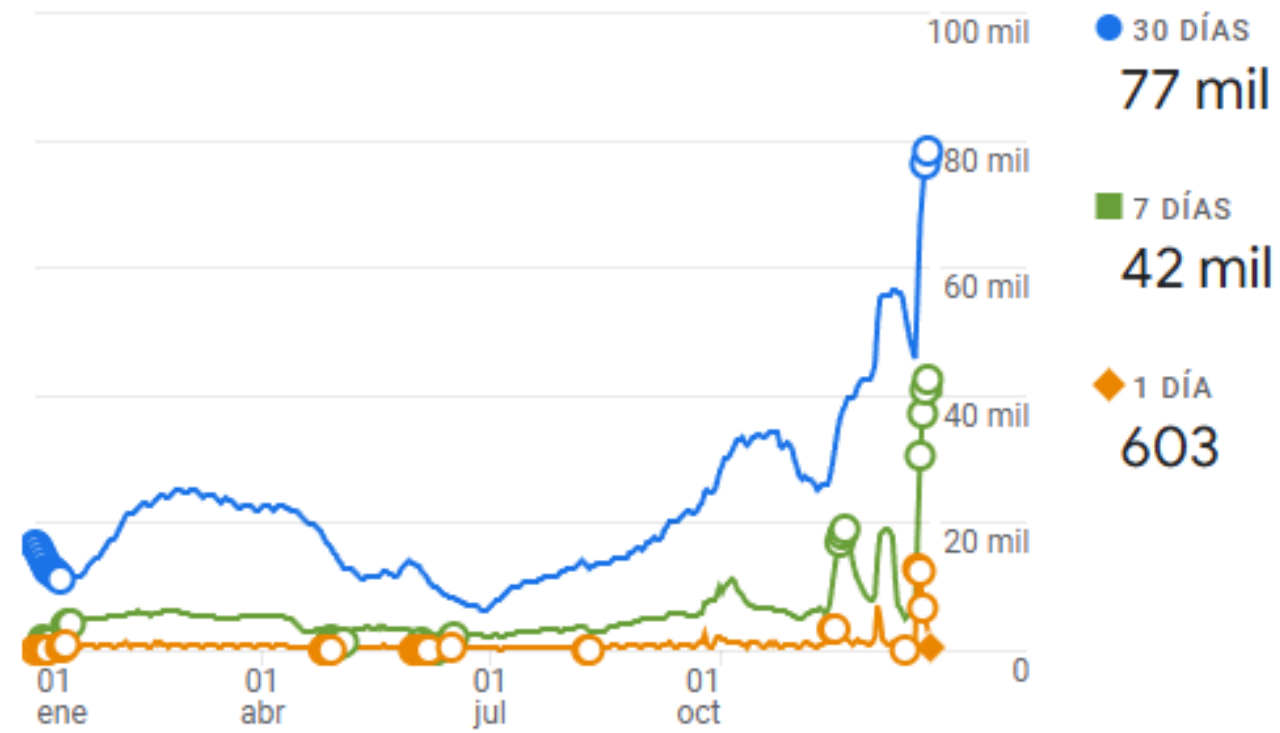
EL CRM COMO NÚCLEO DE LA TOMA DE DECISIONES DE LA F&M

www.marketinginsiderreview.com

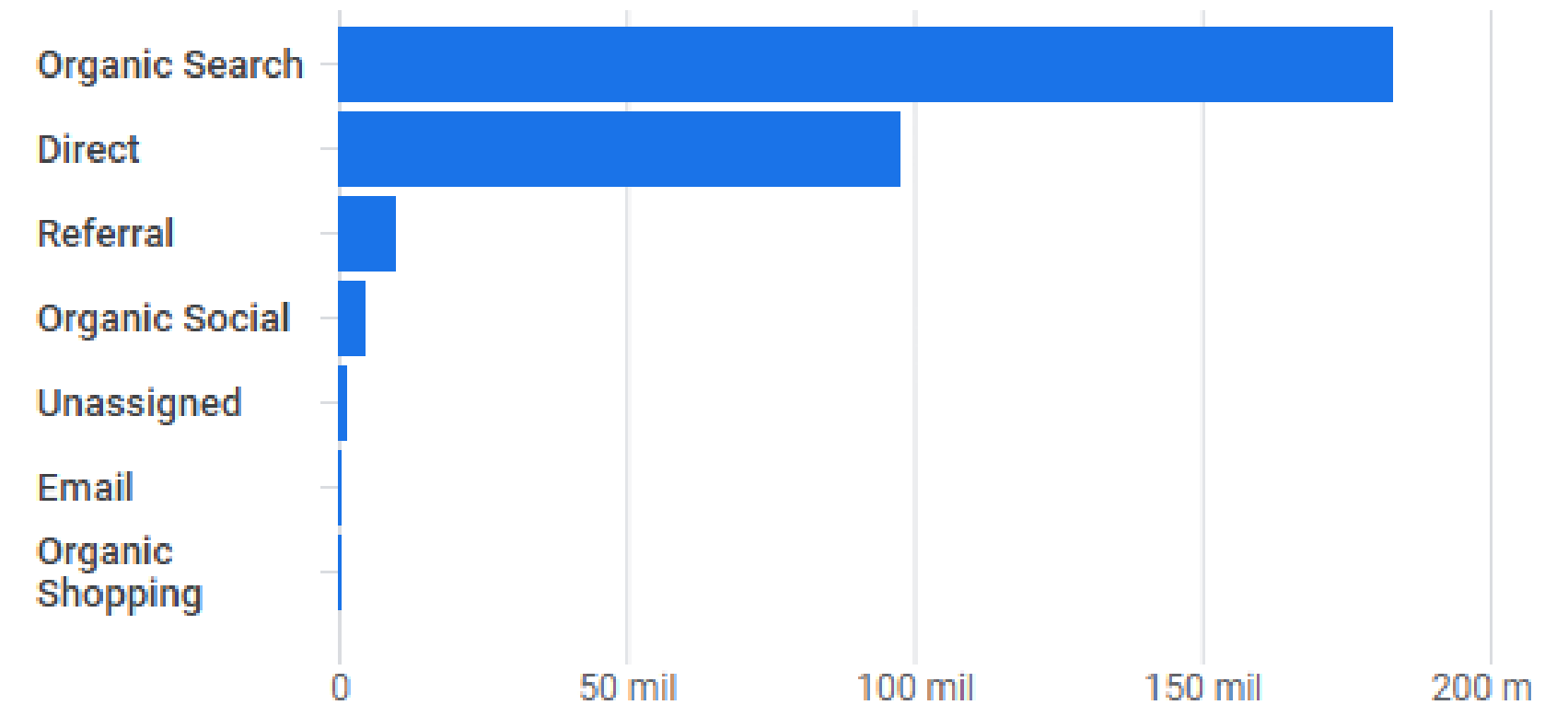


# OTHER INDICATORS

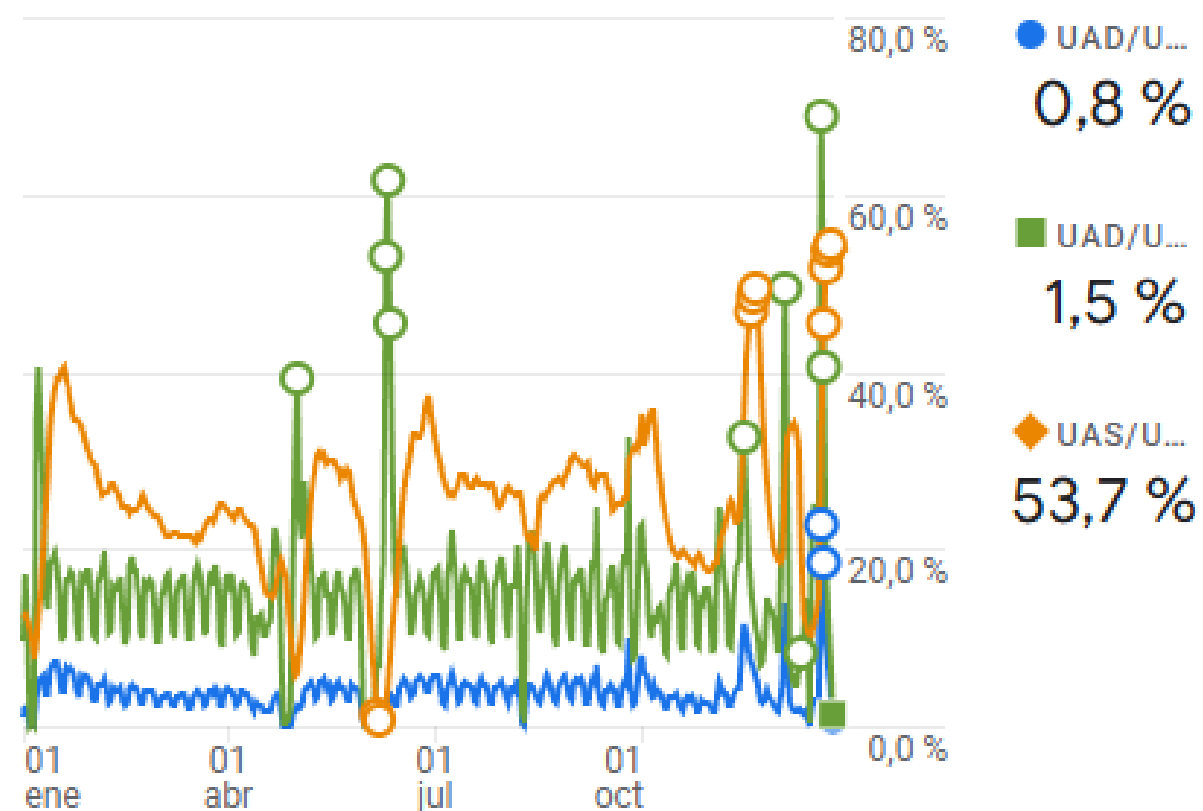
## New user activity



## New users per channel



## User loyalty



## Home page

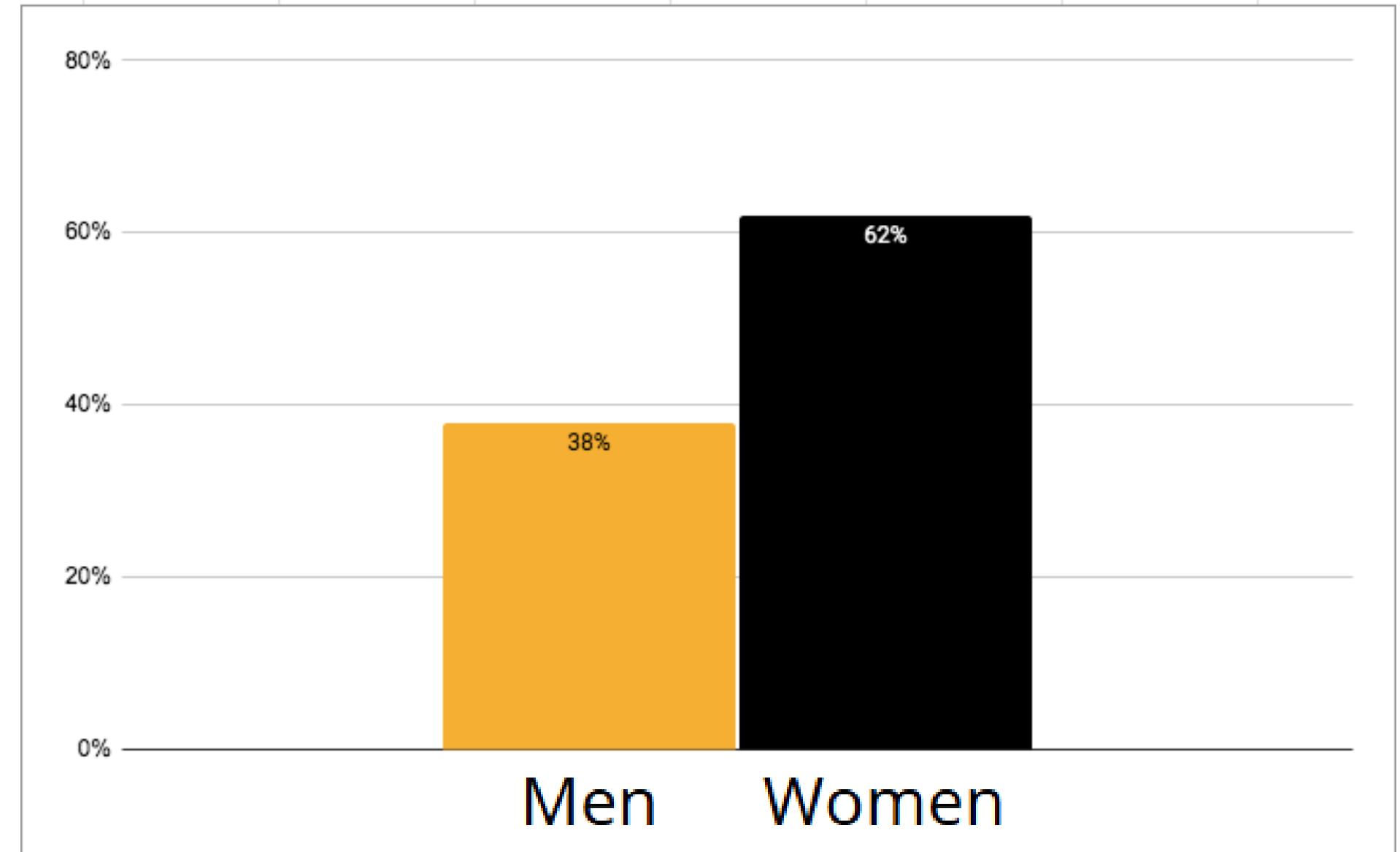
FUENTE MANUAL D...	SESIONES
google	197 mil
bing	9,1 mil
chatgpt.com	7,6 mil
linkedin.com	4,1 mil
perplexity.ai	1,3 mil
mx.search.yahoo.com	625
lms.skilling.wadhwa...	553

# SESSIONS FROM AI TOOLS

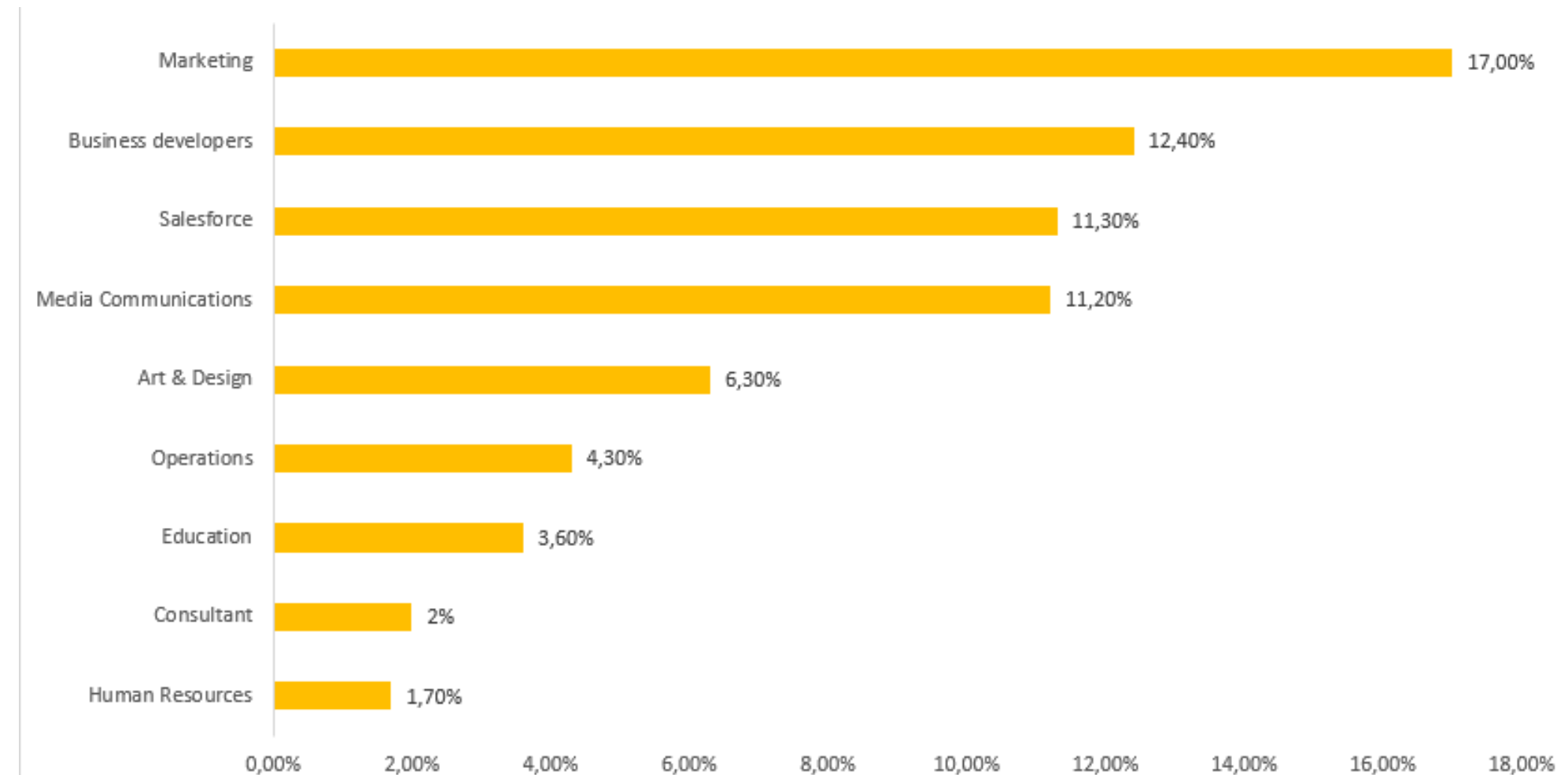
IN THE LAST YEAR, SESSIONS  
FROM ANSWERS OF AI TOOLS  
(CHATPGT) WERE HIGHER THAN  
SOCIAL MEDIA (LINKEDIN).

FUENTE MANUAL D...	SESIONES
google	197 mil
bing	9,1 mil
chatgpt.com	7,6 mil
linkedin.com	4,1 mil
perplexity.ai	1,3 mil
mx.search.yahoo.com	625
lms.skilling.wadhwa...	553

# AUDIENCE BY GENDER

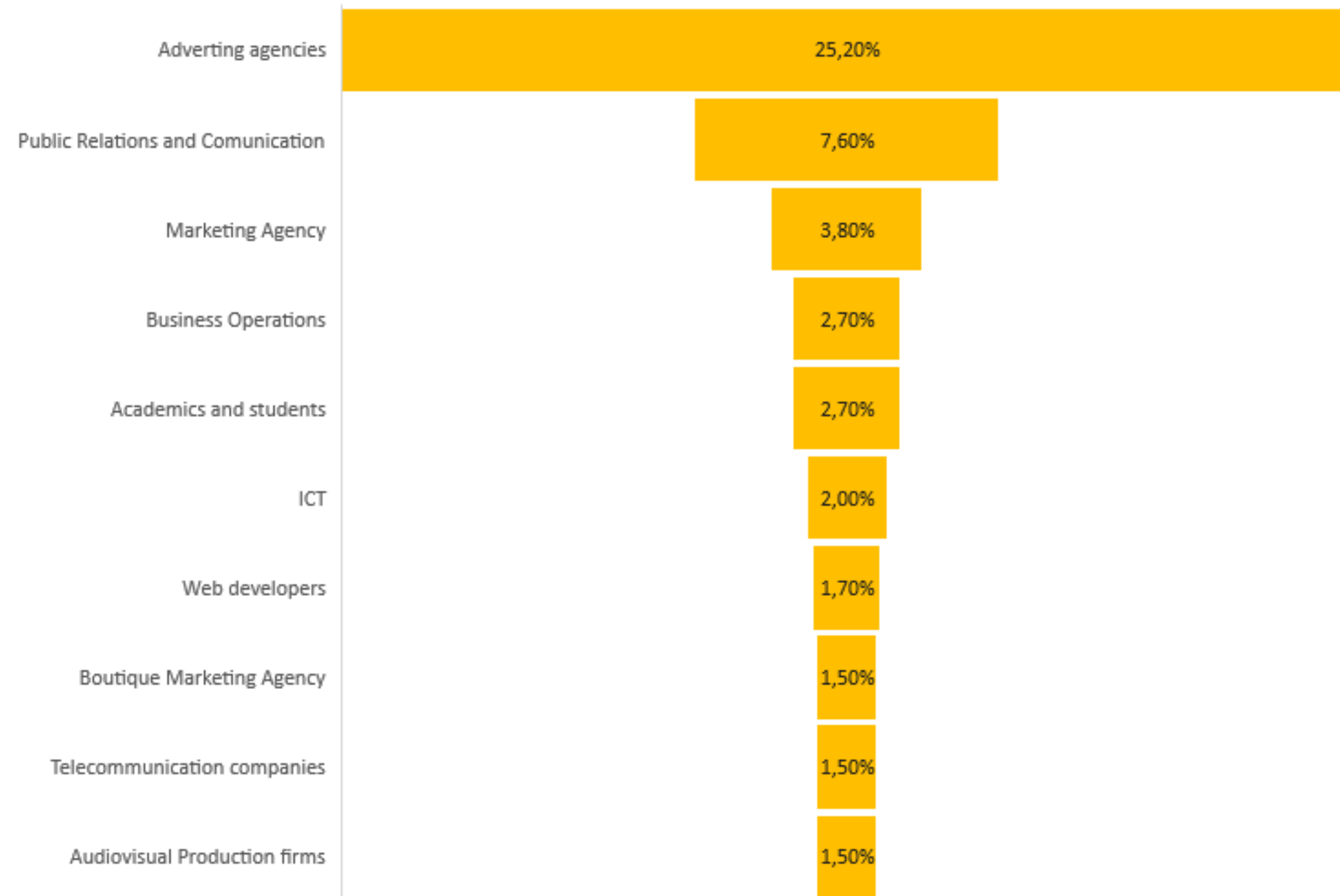


# AUDIENCE BY LABOUR CATEGORY

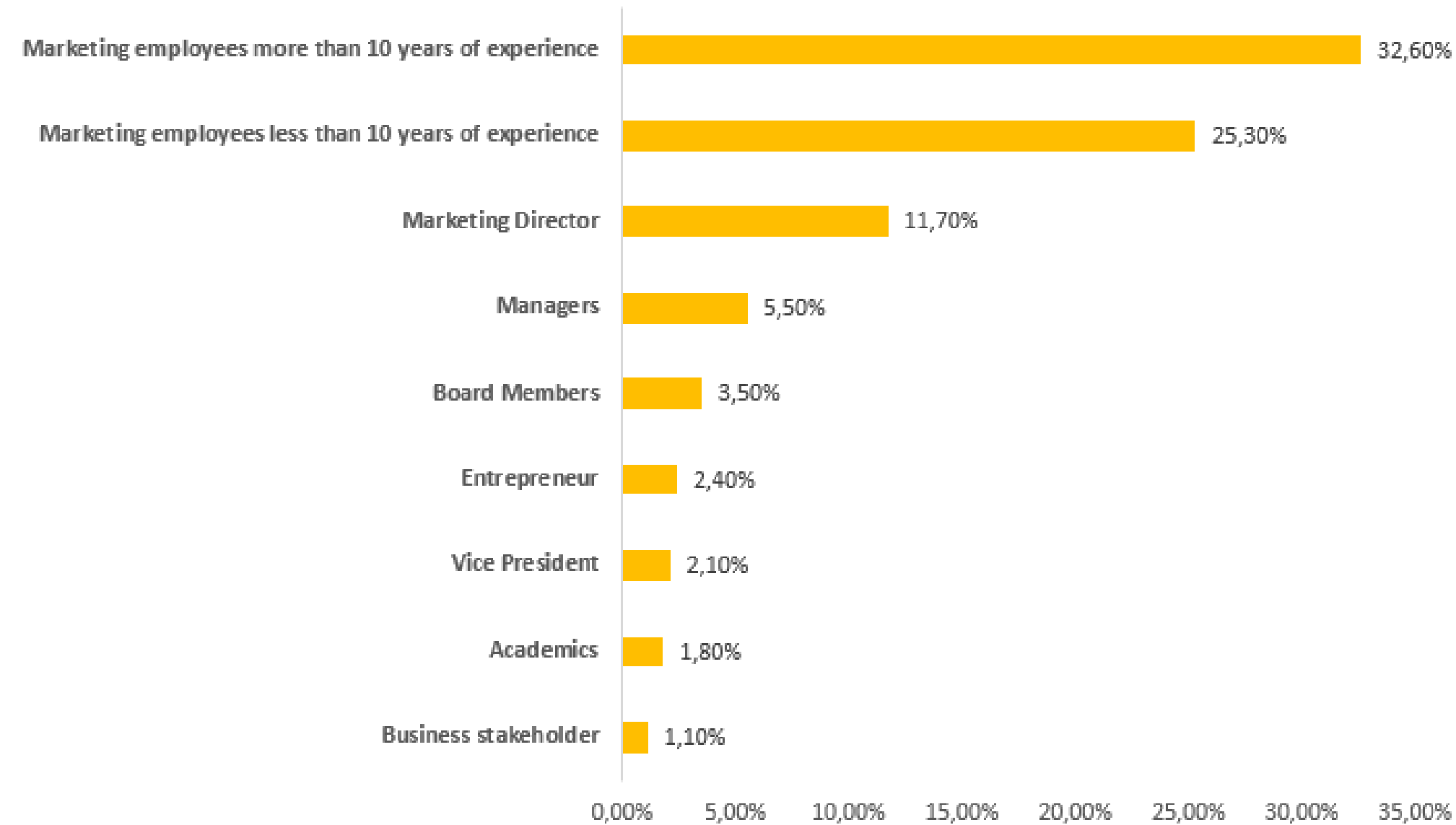




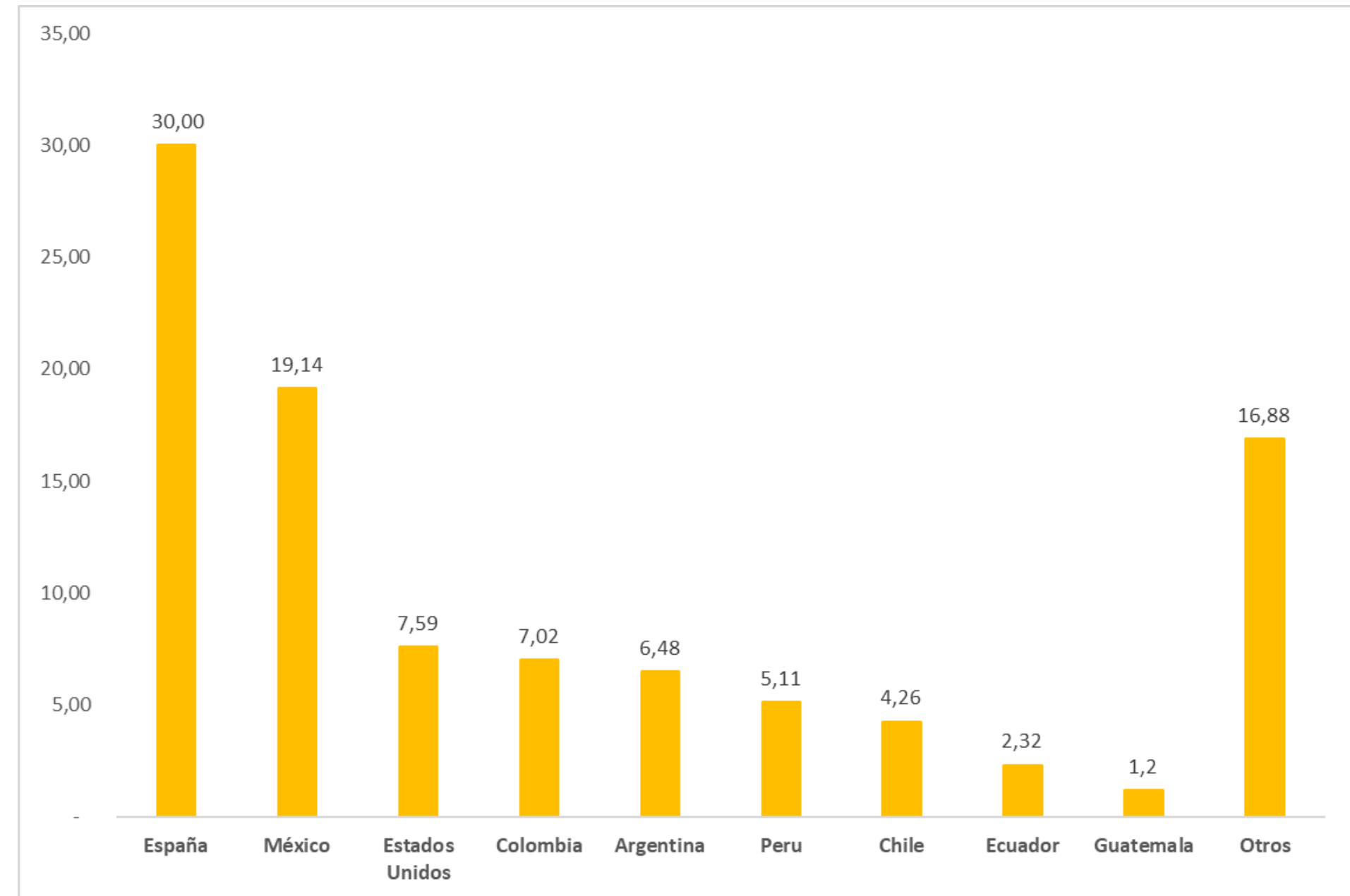
# AUDIENCE BY SECTOR



# AUDIENCE BY WORK RESPONSIBILITY



# AUDIENCE BY COUNTRIES



# MEDIA KIT

## WEB

## DISPLAY

## PRICES

Content to pay	Size	Format	Price (taexes included)
Banner Home 1st position	640x450 px	jpg/png/gif	750€/month
Banner Home 2nd position	1300x600 px	jpg/png/gif	500€/month
Banner Home Category 1st position	640x450px	jpg/png/gif	600€/month
Banner Home Category 2nd position	1300x600 px	jpg/png/gif	450€/month
Banner Home Subcategory 1st position	640x450 px	jpg/png/gif	500€/month
Banner Home Subcategory 2md category	1300x600 px	jpg/png/gif	400€/month
Banner lateral (all articles)	300x600 px	jpg/png/gif	1.000€/month
Banner in article	700x150 px	jpg/png/gif	800€/month
Banner in newsletter	700x150 px	jpg/png/gif	300€/week



# MEDIA KIT WEB CONTENT PRICES

Content to pay	Price (taexes included)
Simple press release	20€
Unlimited press releases	450€/month
Post In Socia Media	50€/post
Interview	200€
Vídeo interview	400€
Section sponsorship	1.500€/month
Sub section sponsorship	1.200€/month
Report	250€
Featured newsletter content	50€
Non-featured content newsletter	30€

# MEDIA KIT MAGAZINE PRICES

Content to pay	Format	Piice (taxes included)
Double-page advertisement	pdf/jpg/png	600€
Advertise a page	pdf/jpg/png	400€
Half-page advertisement	pdf/jpg/png	200€
Front page advertisement	pdf/jpg/png	800€
Back cover advertisement	pdf/jpg/png	700€
Article		100€
Interview		450€
Report		300€

# MARKETING INSIDER REVIEW

**The magazine that inspires  
tomorrow's leaders**

Major brands are backing Marketing  
Insider Review



# WHO WE ARE



**DAVID DE  
MATÍAS  
BATALLA**

*CEO & CMO  
Founder*



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MATIAS  
BATALLA**

*Editor Jefe &  
Dircom*



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